

ABSTRACT OF THE DISCLOSURE

A system and method for establishing a SIP session between
5 calling and called end-points. A SIP server receives a SIP
INVITE request for establishing the SIP session. The SIP INVITE
request includes standard routing information in its header. The
SIP server receives the SIP INVITE request and responds by
10 transmitting to the calling end-point a HTML link associated with
a web server. In rendering the contents of the HTML link, the
calling end-point transmits an HTTP request to the web server
including voice cookie information. The voice cookie information
15 may include information gathered about the caller such as the
caller profile information, transaction information, caller
intent information, or recent and past history associated with a
web site domain. The web server forwards the voice cookies to
the SIP server. The SIP server determines an address of the
20 called end-point as a function of the routing information in the
SIP INVITE request and the voice cookie information. The call is
then routed to the determined address along with the voice
cookies or information derived from the voice cookies. New voice
cookies may be written to the web server which transmits these to
25 the calling end-point within an HTTP response.